

Claims

What is claimed is:

1 1. A method performed by a computer system, comprising:
 2 storing a first version of a mass-produced printed paper, the first version having a first
 3 digital format;
 4 replacing first content in the first version with second content; and
 5 translating the first version into a second version, the second version having a second
 6 digital format, the second version being displayable on a display device as a likeness of the
 7 paper.

1 2. The method of Claim 1 wherein the replacing comprises:
 2 replacing the first content in the first version with the second content, wherein the
 3 first content is a first advertisement, and the second content is a second advertisement.

1 3. The method of Claim 2 wherein the replacing comprises:
 2 replacing the first content in the first version with the second content, wherein the
 3 first advertisement is a national advertisement, and the second advertisement is a regional
 4 advertisement.

1 4. The method of Claim 1 and comprising:
 2 replacing the first content with second content in response to a user profile.

1 5. The method of Claim 1 and comprising:
 2 compressing the second version.

1 6. The method of Claim 1 and comprising:
 2 encrypting the second version.

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1 7. A system, comprising:
2 a computing device for:
3 storing a first version of a mass-produced printed paper, the first version having a first
4 digital format;
5 replacing first content in the first version with second content; and
6 translating the first version into a second version, the second version having a second
7 digital format, the second version being displayable on a display device as a
8 likeness of the paper.

1 8. The system of Claim 7 wherein the first content is a first advertisement, and the
2 second content is a second advertisement.

1 9. The system of Claim 8 wherein the first advertisement is a national advertisement,
2 and the second advertisement is a regional advertisement.

1 10. The system of Claim 7 wherein the computing device is for:
2 replacing the first content with second content in response to a user profile.

1 11. The system of Claim 7 wherein the computing device is for:
2 compressing the second version.

1 12. The system of Claim 7 wherein the computing device is for:
2 encrypting the second version.

1 13. A computer program product, comprising:
2 a computer program processable by a computer system for causing the computer system to:
3 store a first version of a mass-produced printed paper, the first version having a first
4 digital format;
5 replace first content in the first version with second content; and

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6 translate the first version into a second version, the second version having a second
7 digital format, the second version being displayable on a display device as a
8 likeness of the paper; and
9 an apparatus from which the computer program is accessible by the computer system.

1 14. The computer program product of Claim 13 wherein the first content is a first
2 advertisement, and the second content is a second advertisement.

1 15. The computer program product of Claim 14 wherein the first advertisement is a
2 national advertisement, and the second advertisement is a regional advertisement.

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1 16. The computer program product of Claim 13 wherein the computer program is
2 processable by the computer system for causing the computer system to:
3 replace the first content with second content in response to a user profile.

1 17. The computer program product of Claim 13 wherein the computer program is
2 processable by the computer system for causing the computer system to:
3 compress the second version.

1 18. The computer program product of Claim 13 wherein the computer program is
2 processable by the computer system for causing the computer system to:
3 encrypt the second version.

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